

**ABSTRACT**

5 The present invention is an online publishing management  
system and method that includes at least one advertisement  
computer means for storing an advertisement file; at least one  
article computer means for storing an article file; and a  
publishing management server computer. The publishing  
management server computer includes user interface means for  
10 receiving data from and sending data to user, database means  
for storing a plurality of database tables, and processing  
means. The database tables include an advertisement table  
having a plurality of advertisement records, each  
advertisement record having information regarding an  
15 advertisement file stored on an advertisement computer means;  
an advertiser table having a plurality of advertiser records,  
each advertiser record having information regarding an  
advertiser associated with at least one advertisement file  
stored on an advertisement computer means; and an article  
20 table having a plurality of article records, each article  
record having information regarding an article file stored on  
an article computer means. The processing means is adapted  
to generate a plurality of reports as a function of one or  
more of the database tables; allow a user to input, via the  
25 user interface means, criteria for generating the reports;  
provide the reports to a user via the user interface means;  
and allow a user to enter or modify, via the user interface  
means, records in any of the database tables.